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| *Insert Club logo* |  |

**Marketing plan for**

**(name of Club)**

**(year) to (year)**

**Executive summary:**

[This is the introduction to your marketing plan. It should include basic information about your Club and an overview of what you have achieved to date, what you plan to do, and how you plan to get there.

Although it is the first section of the marketing plan, it is recommended that you complete this section last so that you can summarise your information from the rest of the plan.]

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| *[Example:*  *(name of Club) has a long and proud history as being a family-friendly Club in (name of region). The Club was formed in (year) and has been home to many (junior/senior) rugby league and Blues Tag players during this time.*  *At its peak in (year), the Club had more than (number) children registered, fielding 1-2 teams in most age groups. However, due to increased competition from different sporting codes, the Club experienced a decline in registrations in (year) with only (number) registrations.*  *This plan has been developed to provide a framework that will guide the Club’s marketing efforts over the next (number) years. It will help to provide focus, identify opportunities to promote (name of Club) and ensure its long-term success.]* |

**Objectives:**

[This is the specific result/s your Club wants to achieve through its marketing activities. Set specific, measurable, achievable, relevant and time bound (SMART) goals to increase your chance of success in achieving them. For most Clubs, this might be to:

* attract new players
* retain your current player base
* bring your supporters to your games and events
* improve the reputation and image of your Club
* attract partnership.]

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| *[Example: (name of Club) aims to:*   * *increase our registrations by 10% over the next three seasons* * *maintain retention rates at 75% so that we are able to enter teams into all age divisions by 2027* * *bring new supporters to our games and events by (give details of how)* * *to improve the reputation and image of the Club by (give details of how)* * *secure $X in new partnerships by (give details of how).]* |

**SWOT analysis:**

[A SWOT analysis can help you to understand your strengths, weaknesses, threats and the opportunities you can take advantage of. Analysing your own Club and your competition can help you to identify where you’re positioned in the market and determine what’s unique about your Club. You might like to consider key performance areas such as branding, image/reputation, communication, coaching, on-field performance, wellbeing, and social events.]

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| **Strengths:**  What is the Club good at? What’s working? What do our players /volunteers like about us? | *[Example:*   * *Strong identification of Club branding within the community* * *Strong on-field performances* * *Genuine interest in player welfare and wellbeing by Committee* * *Strong connection to Senior Club* * *Proactive NRL Development team and Group/Association within the region]* |
| **Weaknesses:** What can the Club do better? What do we want to fix? | *[Example:*   * *Low involvement of players aged 13 to 16 years in Club activities* * *Low player numbers in international aged teams (13 to 16 years)* * *No Blues Tag or Girls Tackle]* |
| **Opportunities:** What can the Club take advantage of? What do we think we’ll be good at? What will be our differentiator? | *[Example:*   * *The introduction of girls tackle competitions* * *Programs such as Munchkin League* * *Programs within schools to encourage greater participation]* |
| **Threats**  What could potentially have an impact on the Club? What do we think could hinder our growth? | *[Example:*   * *Poor off-field player behaviour by players* * *Coaches having a win at all costs attitude]* |

**Target markets:**

[This where you detail the specific group/s you are aiming to reach. Look at sites such as [My School](https://www.myschool.edu.au/), [Australian Bureau of Statistics (ABS)](https://www.abs.gov.au/census/find-census-data/search-by-area) and [The Clearing House for Sport](https://www.clearinghouseforsport.gov.au/research/ausplay) for relevant date to refine your target markets. Include details such as where they are located, their age range, and what their interests are. This information will help tailor your messaging and promotional efforts more effectively].

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| *[Example:* *Our key target markets is all children (boys and girls) aged 5 to 16 years who live within (region), with a particular focus on teenagers aged 13 to 16 years.*  *We also want to focus our marketing efforts on parents of children aged 5 to 16 years. We will target them to sign up their children or get involved in the Club as a volunteer – coach, manager or trainer.*  *Another key target market is all current players – we want to retain them and see them progress through the junior ranks.*  *Finally, the participants of our Munchkin League program are a key market for us as we want to see them sign up to play rugby league or Blues tag with our Club.*  *(Provide more details if required).]* |

**Key messages:**

[Outline your key messages. Key messages are not only what you want to say to your target market but also how you’re going to say it. Make sure they in the right tone of voice so that they resonate with the people you’re trying to speak to.]

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| *[Example:*   * *(name of Club) is a family-friendly Club which provides a fun, safe, enjoyable environment that encourage all boys and girls to reach their individual potential.* * *We have teams in (insert details)* * *We want our players, volunteers and supporters to be proud to wear our Club colours* * *Our players benefit from strong pathways to representative football and through to our Senior Club* * *We are more than just a Club – we provide support to our players to become the best versions of themselves* * *Put your hand up to be involved…].* |

**Market strategies:**

[Outline your strategy for implementing the plan. Consider your marketing mix by giving a brief description of the each of five components below.]

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| **Product:**  Includes the range of registration offerings within your Club | *[Example:*  *Registration offerings for boys aged 5 to 16 years to play rugby league.*  *Registration offerings for girls aged 5 to 12 years to play rugby league with boys’ teams in minis and mod league.*  *Registration offerings for girls aged 13 to 16 years to play in girls tackle competition.*  *Registration offering for girls aged 5 to 16 years to play Blues Tag.]* |
| **Price:**  Includes registration fees, structures and discounts | *[Example:*  *Registration fee set at $120 as part of an early bird special offer until end of February and then $130 from March onwards.*  *All new players to receive free shorts and socks in their first year.*  *All returning players can purchase merchandise as required.]* |
| **Place:**  Includes where your competition takes place, where teams compete (home and away), train and other facilities on offer within the Club | *[Example:*  *The (number of competition) has Clubs from (town) to (town) so games will take place within this area each (day of week).*  *Home games to be scheduled at (name of field), with mid-week training to take place at (name of fields) between (times).]* |
| **Promotion:**  Includes activity to make people aware of your product, including advertising, publicity, flyers, social media | *[Example:*  *Signs around local community, talks by NRL Development team at local schools, regular posts on social media accounts, posts on local community Facebook pages, advertisements in school newsletters, media releases in local newspapers, website, Come and Try day event, regular emails sent through MySideline etc.* |
| **People:**  Includes all the people who play a role in the success of the Club | *[Example:*  *Strong Committee with good representation across all age groups within the Club who are well connected with community.*  *Coaches who are appropriately qualified and passionate about the game.*  *Support staff such as Managers, LeagueSafe, League First Aid and Sports Trainers who are appropriately trained.]* |

**Action plan**

[The action plan brings all your marketing efforts together with your Club’s strategic direction. It will guide what actions need to be taken, who will be responsible for completing the tasks and what resources will be required. This is the working document for the Committee to guide its future marketing efforts. An example is provided below – please adjust and make changes as appropriate.]

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| **Objectives** | **Target market/s** | **Strategies** | **When** | **Responsibility** | **Cost (if any)** | **Measures of success** |
| *To increase registrations by 10% over the next three year* | *Existing players/ prospective players* | *Posts on Club’s social media channels about registrations open* | *From 1 December to 20 December* | *Social Media Coordinator* | *No cost* | *# of click throughs to registration link*  *# new followers on Club social channels*  *# of likes and comments* |
| *Posts on Club’s social media channels to promote ongoing registrations and ‘Come and Try’ session* | *From mid-January to early February* | *Social Media Coordinator* | *No cost* | *# of click throughs to registration link*  *# new followers on Club social channels*  *# of likes and comments* |
| *Paid Facebook advertisement to promote ongoing registrations and ‘Come and Try’ session* | *From 1 January to early February* | *Social Media Coordinator* | *$200* | *# of click throughs from ad to registration link*  *# of registrations during campaign*  *# new followers on Club social channels*  *# of likes and comments* |
| *Posts on community Facebook pages to promote ongoing registrations and ‘Come and Try’ session* | *Fortnightly from 1 February to early February* | *Social Media Coordinator* | *No cost* | *# of click throughs from ad to registration link*  *# of registrations*  *# new followers on Club social channels*  *# of likes and comments* |
| *‘Come and Try’ session held for players aged 4 to 12 years* | *Early February* | *Committee/NRL Development team* | *$350* | *# players/prospective players in attendance*  *# of registrations following session* |
| *Skills/agility/fitness session held for players aged 13 to 16 years* | *Early February* | *Committee/NRL Development team* | *$150* | *# players/prospective players in attendance*  *# of registrations following session* |
| *Media releases to local newspaper to promote registrations and ‘Come and Try session* | *Late January to promote Come and Try*  *Mid-February to promote registrations* | *Publicity Officer* | *No cost* | *Readership of local paper*  *# of hits on online article* |
| *Advertisement in school newsletters to promote registrations and ‘Come and Try session* | *Late January to promote Come and Try*  *Mid-February to promote registrations* | *Publicity Officer* | *No cost* | *# of schools who place the advertisement*  *# registrations following ad placement* |
| *Interview on local radio station to promote registrations and ‘Come and Try session* | *Late January to promote Come and Try*  *Mid-February to promote registrations* | *President to undertake interview* | *No cost* | *# listenership of local radio station*  *# registrations following interview* |
| *Build relationships with local schools via NRL Development team and start to deliver programs, gala days, information sessions etc* | *During Term 1* | *NRL Development team with support of Committee* | *No cost* | *# of sessions at schools*  *# participants in programs* |
| *Continue to run Munchkin League for players aged 3-5 so they can transition into minis in future years* | *Start in May* | *Coaches with support of Committee* | *No cost* | *# of participants*  *Parent feedback*  *# players who sign up with Club for minis* |
| *(build this out further with your own strategies)* |  |  |  |  |  |
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| *To maintain retention rates at 75%* | *Existing players* | *As per above strategies plus –*  *mass communications via MySideline* | *December*  *Early February*  *Late February*  *Mid-March* | *Registrar* | *No cost* | *# of registrations following email distribution* |
| *Posts by coaches and managers of team chat groups from previous year* | *Early February*  *Late February*  *Mid-March* | *Managers/Coaches of teams* | *No cost* | *Feedback from managers and coaches*  *# registrations of existing players in each age group* |
| *Transition players from Munchkin League into minis rugby league or Blues Tag* | *Early February* | *Committee* | *No cost* | *# of registrations from Munchkin League program into minis teams* |
| *Regular mass communications throughout the season to keep players/parents up-to-date* | *Ongoing* | *Publicity Officer* | *No cost* |  |
| *Continue to post game day photos to build that sense of Club pride* | *Throughout season* | *Committee* | *No cost* | *# comments / like / shares* |
| *Take up opportunities to be involved in Dragons All Age Relays and Under 10s Challenge, plus Respect sessions* | *Throughout season* | *Committee with Dragons* | *No cost* | *# comments / like / share on photos*  *# attendees* |
| *Organise State of Origin experience for Under 16s players* | *5 June* | *Coaches/Managers of team to coordinate with Committee support* | *Fundraising should offset majority of costs* | *# attendees*  *Feedback from the event* |
| *Provide opportunities for players to be involved as Club Captains and facilitate feedback from players back to Club* | *Throughout the season - call for nominations in March* | *Committee/players* | *No costs* |  |
| *Information sessions for international aged players on mental health, social media, injury prevention* | *Throughout the season* | *Committee* | *No cost* | *# attendees* |
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| *To bring new supporters to our games and events* | *Mothers/ Grandmothers of players* | *Coordinate afternoon tea to celebrate Mother’s Day and invite Life Members, local MPs, Councillors, and partners* | *In August* | *Committee* | *$300 for platters and drinks* | *# people in attendance* |
| *Local First Nations community members* | *Coordinate event to celebrate Indigenous Round and invite local First Nations to do Welcome to Country* | *In lead-up to NAIDOC Week in July* | *Committee* | *$300 for Smoking ceremony* | *# people in attendance* |
| *Community members* | *Play music and create a fun atmosphere at your home games* | *All home games* | *Committee/Ground Manager* | *No cost* | *# spectators at games*  *# feedback from teams (home and away)* |
| *Parents, supporters* | *Major fundraising event for the year* | *June/July* | *Fundraising Committee* | *No cost - fundraiser* | *# people who attend*  *Feedback from attendees*  *Money raised* |
| *(build this out further with your own strategies)* |  |  |  |  |  |
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| *To improve the brand, reputation, and image of the Club* | *All players and supporters* | *Organise new merchandise for sale for x season* | *Stock available early February for ‘Come and Try’ and skills clinic* | *Merchandise Coordinator* | *Costs to be recouped* | *# items sold*  *# amount of money raised through sale of merchandise* |
| *All players and supporters* | *Create online store so that people can purchase merchandise all year round* | *Ready for start of season* | *Merchandise Coordinator* | *No cost* | *# items sold*  *# amount of money raised through sale of merchandise* |
| *All players and supporters* | *Develop Indigenous jerseys with input from First Nations players and families and order for set teams to play in during season* | *In lead-up to NAIDOC Week* | *Merchandise Coordinator* | *$1000 per set* |  |
| *All players and supporters* | *Take orders on personalised Indigenous jerseys* | *End of season fundraiser in lead-up to Christmas* | *Merchandise Coordinator* | *No cost to Club* | *# items sold*  *# amount of money raised through sale of merchandise* |
| *All members of the community* | *Maintain website so that it is up-to-date and projects a positive image of the Club* | *Ongoing* | *Publicity Officer* | *TBC* | *# hits to website* |
| *(build this out further with your own strategies)* |  |  |  |  |  |
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| *To secure $X in new partnerships* | *Potential partners* | *Develop partnership package which outlines range of opportunities available* | *Ready for distribution in November in preparation for following season* | *Partnership Manager* | *No cost* | *# partnership packages sold* |
| *Existing partners* | *Provide opportunities for return partner to renew contracts with the Club* | *Ready for negotiation in November* | *Partnership Manager* | *No cost* | *# partners maintained* |
| *Partner* | *Invite partners to attend major fundraising events or game day activities* | *During season* | *Partnership Manager* | *No cost* | *# partners who attend* |
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**Budget:**

[Provide details about your marketing budget. It is recommended that you focus on low-cost or no-cost strategies.]

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| **Marketing strategy** | **Estimated price** |
| *Facebook advertising during key registration period (1 February to 31 March)* | *$200* |
| *‘Come and Try’ day for players aged 5 to 12 years – free sausage sizzle and drinks* | *$350* |
| *Skills clinic for players aged 13 to 16 years – free sausage sizzle and drinks* | *$150* |
| *Printing of flyers* | *$200* |
| … | … |
| … | … |
| … | … |
| **Total** | [*Total marketing budget]* |

**Evaluation:**

[Analyse the results of your marketing plan. Some activities are easier to monitor such as registrations, others will not be able to be evaluated until after the event. Collect records of attendances at events or functions, feedback your Club receives (whether it’s positive or negative), copies of newspaper articles etc. Remember to tweak your plan as your Club grows and changes.]